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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Institute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 18

### Complete If Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
RL		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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RL		5,504,744		ADAMS et al.	04-02-1996	

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Signature

Ronald Laneau

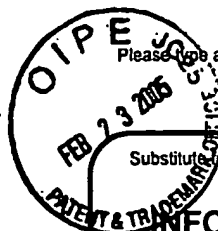
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(use as many sheets as necessary)

Sheet 2 of 18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

RL	5,504,894	FERGUSON et al.	04-02-1996	
	5,515,098	CARLES	05-07-1996	
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Sheet 3 of 18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

RE	5,809,242	SHAW et al.	09-15-1998	
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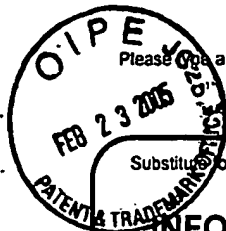
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Sheet 4 of 18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

Re	2002/0019831	WADE	02-14-2002
	2002/0046118	MINTE	04-18-2002
1	2002/0099600	MERRIMAN et al.	07-25-2002
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Re	2003/0023489	MCGUIRE et al.	01-30-2003

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*Ronald Laneau*

Date  
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 5 of 18

### Complete If Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

### FOREIGN PATENT DOCUMENTS

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
RL		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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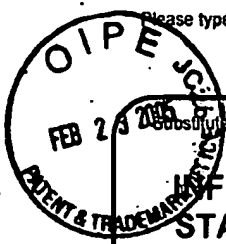
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Sheet 6 of 18

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

RL		WO	96/38796	A1	MOHR	12-05-1996		
		WO	96/38796	B1	MOHR	03-18-1998		
		(EP)	(0 829 058)					
		WO	96/39668	A1	TOADER	12-12-1996		
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RL		WO	98/57275	A2,A3	KAVAK	12-17-1998		

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		Group Art Unit	3627
		Examiner Name	Laneau, Ronald
		Attorney Docket Number	11032-3002

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
RL		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
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		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
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		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Froom; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/wimer/bachelor.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/douclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/douclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/douclickGet.gif; printed on 3/9/01)	
RL		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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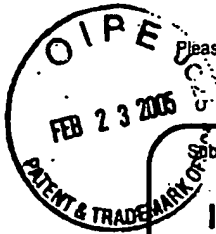
Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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Substitute for form 1449A/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				Application Number	09/094,949
				Filing Date	15 June 1998
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
Sheet	8	of	18	Attorney Docket Number	11032-3002

22		ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)	
		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
		Improved Internet security enabling.... PC Week, v12, n11, p1(2), 3/20/1995.	
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613- 7-808021.html; printed on 11/26/99)	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
		Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps, Univ. of Minn., pp. 1-18, Oct. 1995	
		Upendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1- 93, Massachusetts Institute of Technology, Thesis.	
		"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	

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Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT  (use as many sheets as necessary)				Complete If Known	
				Application Number	09/094,949
				Filing Date	15 June 1998
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3002
Sheet	9	of	18		

RL		DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
		DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
		DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily	
		SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
		TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
RL		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	

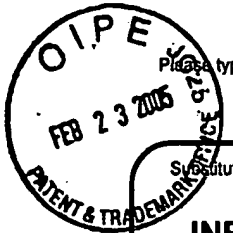
Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 10 of 18

### Complete If Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
R		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586	
		"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetworld.com/print/1996/02/01/industry/ad-server.html">http://www.internetworld.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587	
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
R		"Working the Web:..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	

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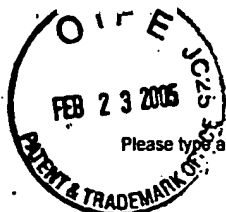
Date  
Considered

5/12/05

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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	09/094,949
		Filing Date	15 June 1998
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3627
		Examiner Name	Laneau, Ronald
		Attorney Docket Number	11032-3002
Sheet	11	of	18

u		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
		"Unraveling a tangled Web;..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
		"Web Site Links;..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
		"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
		Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
		FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
		Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
u		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

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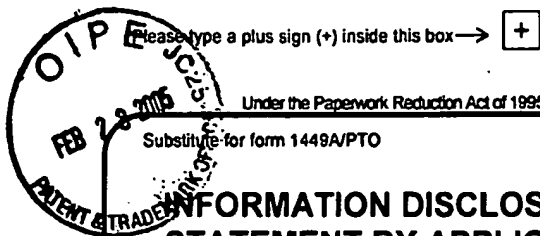
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Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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Sheet

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of

18

### Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

RL		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	
		FocaLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
		Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
		SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
		Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
		FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
		Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
		Information Request; September 12, 1995; Z00080 / SD027151	
		Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
		FocaLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
		RE>> Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
RL		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

Examiner  
Signature

Ronald Laneau

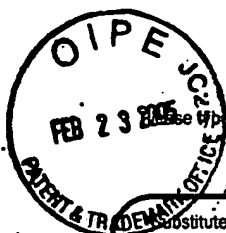
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 13 of 18

### Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

PC	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167
	Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170
	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174
	We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175
	Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176
	Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178
	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182
	FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184
	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187
	I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188
	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193
	Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194
	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196
PC	Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198

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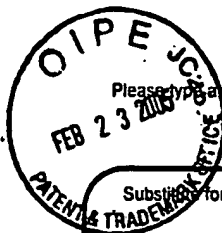
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

18

### Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

PC		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
PC		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	

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Signature

Ronald Laneau

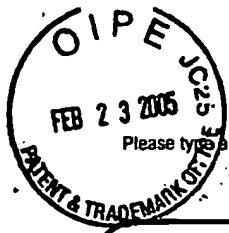
Date  
Considered

5/12/05

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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO		<b>Complete if Known</b>			
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	09/094,949		
		Filing Date	15 June 1998		
		First Named Inventor	MERRIMAN, Dwight A.		
		Group Art Unit	3627		
		Examiner Name	Laneau, Ronald		
Sheet	15	of	18	Attorney Docket Number	11032-3002

RL		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
RL		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

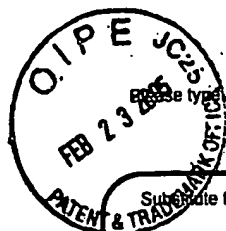
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Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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Sheet 16 of 18

### Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

RL	[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264
	Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267
	Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268
	Urgent - Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269
	Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270
	ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271
	URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273
	HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277
	Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278
	Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279
	Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280
	Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281
	Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283
	Cookies; March 6, 1996; David Zinman; Z00219 / SD027284
	Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287
	Answer to your request; April 8, 1996; Z00223 / SD027288
RL	Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290

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Substitute for form 1449A/PTO		<b>Complete if Known</b>			
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	09/094,949		
		Filing Date	15 June 1998		
		First Named Inventor	MERRIMAN, Dwight A.		
		Group Art Unit	3627		
		Examiner Name	Laneau, Ronald		
Sheet	17	of	18	Attorney Docket Number	11032-3002

RL		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
RL		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

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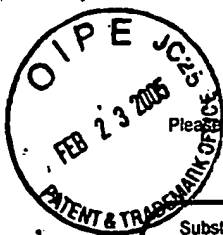
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Examiner Signature	Ronald Laneau	Date Considered	5/12/05
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

18

of

18

### Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

ru	NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328
	"FOCALINK"; DC004278A
	"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	"Link Marketing"; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109
ru	"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

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